



Full Proposals Guidelines

The Missouri Agricultural Product Utilization and Incubation Center (MAPUIC) invites proposals from agricultural entrepreneurs who:

- 1) have advanced value-added business concepts involving promising technologies or other innovations with application to agricultural, food and biobased industrial uses; and
- 2) would like specialized technical assistance for technical and business development, capitalization and commercialization of the value-added concept.

MAPUIC technical assistance focuses on the intellectual and business development of value-added enterprises that are based on promising technological and other innovations with applications to agriculture.

MAPUIC incubates value-added businesses that have the potential to substantially increase the utilization of agricultural products in Missouri.

Applications will be accepted from October 12, 2001 – November 1, 2001. Applicants should submit an electronic version, an original, and four (4) copies of the proposal. Electronic proposals should be submitted on or before close of business November 1, 2001. Hard copy submissions must be received by MAPUIC or postmarked on or before November 1, 2001.

Refer to the MAPUIC web site for general information <http://www.emac.missouri.edu/mapuic>. Questions related to the proposals should be directed to Erin Holleran at 573-882-2831 or by fax at 573-882-3958 or email at HolleranE@missouri.edu.

Submit proposals to:

Dr. Nicholas Kalaitzandonakes
MAPUIC
Proposals
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I. MAPUIC FOCUS

The Missouri Agricultural Product Utilization and Incubation Center (MAPUIC) is a research center that provides specialized technical assistance enabling agribusinesses (individuals, farmer groups, and agribusinesses) to capture value from emerging technologies and other innovations and expand the utilization of agricultural products in Missouri.

MAPUIC identifies emerging technologies with application to agricultural, food and biobased industrial uses and facilitates their development for agricultural entrepreneurs. MAPUIC specializes in:

- **Technology Assessment:** MAPUIC identifies, monitors, and assesses promising technologies and other innovations that create opportunities to build value-added businesses that expand Missouri agriculture.
- **Technology Development:** MAPUIC develops and scales up promising technologies.
- **Business Development:** MAPUIC advances new value-added businesses by assisting in technical and business development, as well as strategy and commercialization. Assistance may involve developing feasibility studies and business plans to assistance in attracting capital from public and private sources.

II. ELIGIBILITY AND PROCESS

MAPUIC will consider full proposals from the successful pre-proposal applicants. All full proposals will be screened to ensure they are complete and meet requirements. Using the criteria specified in section VI, MAPUIC and its Advisory Board will evaluate the proposals' technical merit and feasibility and recommend projects for incubation. MAPUIC reserves the right to make final selections.

The Board may recommend an alternative package of specialized technical assistance to the applicant. MAPUIC and the successful applicants will work together to finalize the technical assistance package that specifies resource levels, expected results, and a timeline. MAPUIC and the successful applicants will work together over the course of the incubation period to achieve the project's goals.

All applicants will be notified of the proposal review results on or about December 3, 2001.

III. FUNDING

MAPUIC is making available up to \$125,000 (in the form of in-kind technical assistance) for two or three advanced technology-based business concepts in 2001. Incubation projects are not expected to last longer than one year.

IV. PROPOSAL REQUIREMENTS

The purpose of the full proposal is to provide a detailed narrative that demonstrates that the proposed project is sound and merits assistance, enabling the MAPUIC Advisory Board to determine if MAPUIC assistance is appropriate and feasible.

The submissions will be evaluated for technical merit and conformity with minimum MAPUIC project conditions:

- The proposed advanced value-added project has the potential to expand the utilization of agricultural products in Missouri and allow for more value to be captured from those products.
- The added value should be difficult to imitate and sustainable. (Technologies or processes that cannot be easily copied by other businesses, and are likely to retain their value will be favored.)

V. PROPOSAL ELEMENTS

Applicants are encouraged to respond to each section and provide sufficient detail. Please limit proposals to 10 pages excluding cover sheet, business summary, and resumes.

1. **Cover sheet:** Complete contact information of applicants (name, contact person, address, project county, telephone, fax, email, application date)
2. **Business/Organization Summary:** Give a brief history of your existing business or organization (e.g., mission, goals, etc.) and the types of products or services it currently provides. (One page.)
3. **Narrative :** (10 pages total, excluding resumes, commitment letters, and appendix)
 - i) Project Description.
 - A. Description of the value-added concept.
 1. *Value-added concept.* Describe your value-added concept. Include your goals, objectives, and need for the project. Discuss the current stage of development of the technology or innovation (idea stage, prototypes developed, ready to market, expansion phase, etc.) and the features that demonstrate its uniqueness. Be specific and provide details. The reviewer should understand the product or process, how it works, and its current stage of development.
 2. *Market.* What is your assessment of the market potential? Does the product or process satisfy an unmet need? Does anything similar already exist?
 3. *Progress-to-date.* Describe business development efforts to date such as the development of market studies, pre-

feasibility studies, feasibility studies, marketing plans, or business plans. Provide a summary of the results from each of the studies conducted that includes the following: study objectives (or scope of work), principle findings, author, and year of the study. If a study is ongoing, please summarize the scope of work or describe the study's objectives and discuss status. Use this section 1) to show that this project builds upon solid progress to date and 2) to demonstrate the feasibility of conducting the project and its potential for achieving results. (If more than one study has been conducted or is being conducted, please include the summaries as an appendix.)

4. *Estimated project results.* Describe the project's anticipated result or end product. What will be accomplished at the end of the 12-month incubation period?
 - B. Key personnel. Identify and briefly describe those who will make key contributions, including their respective expertise and responsibilities with the proposed project. Attach resumes.
 - C. Location. Describe the location, facilities, and equipment, if any, necessary to implement the project.
 - D. Work plan. Provide a brief proposed work plan that describes: tasks to be performed (i.e., feasibility study) and a timetable for each task.
- ii) Explain how this project will add value to Missouri agriculture. Discuss the extent to which the proposed activity will impact the expansion and utilization of Missouri agricultural products. Be specific. Which commodity (or commodities) will be impacted by your project? Please provide estimates in terms of impact on Missouri agricultural products in measurable terms such as number of acres. (This essential element must be met in order to receive MAPUIC assistance.)
- iii) Proprietary position. Does the technology or innovation involve existing or pending patents or other proprietary restraints? Have any patents or regulatory approvals been granted or would any be expected as a result of the project? (MAPUIC favors value-added concepts that involve technologies or processes that cannot be easily copied and are likely to retain their value.)
- iv) Risks and barriers. What are the major barriers and risks for this project? How can they be addressed? Briefly discuss. Include a discussion of any cost and time limitations associated with the risks and barriers.
- v) Technical assistance. Specify what type and form of technical assistance and service you need from MAPUIC (e.g., feasibility study, business plan, specific technical expertise desired, strategic planning, assistance attracting capital, etc.). Please explain.

- vi) Briefly describe a plan for post-incubation continuation. If this project constitutes one phase of a multi-phase effort to commercialize the value-added business concept, summarize the additional steps necessary.

4. Budget

- i) Matching Funds (cash and in-kind): Discuss your ability to provide matching funds (cash and/or in-kind). If in-kind commitment in the form of services is proposed, provide a letter of commitment. (Proposals with matching funds will be favored.)
- ii) Estimated amount of in-kind technical assistance requested: \$ _____
Estimated amount of matching funds (cash and in-kind): \$ _____
- iii) If the proposal describes a project that has been previously funded, is currently being funded, or if funding is pending, please explain briefly. MAPUIC does not want to duplicate activities that have been or will be receiving funding.

VI. EVALUATION CRITERIA

Proposals are evaluated by the following criteria:

- Level of expansion and utilization of Missouri agricultural products (extent to which activity will benefit Missouri agriculture)
- Value-added concept is protectable and sustainable
- Progress-to-date
- Degree to which proposed value-added concept has near-term practical or commercial application
- Technology (Technical soundness and quality of product/process)
- Key personnel
- Matching funds
- Feasibility of the project—is it likely that significant progress can be made with MAPUIC assistance?

VII. OTHER

- MAPUIC reserves right to reject any or all proposals submitted.
- Confidentiality. If proprietary information is provided to MAPUIC, it should be clearly marked confidential. MAPUIC will restrict the dissemination of such information to staff on a confidential basis, but does not assume liability for inadvertent disclosures.